In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. -16. (Canceled)

17. (New) A method for recommending content to a user via an apparatus comprising:

receiving content information including a particular information characteristic;

matching said content information with an user profile to obtain a comprehensive degree of interest;

obtaining an alert characteristic from the information characteristic;

determining a comprehensive alert level based on parameters of the alert characteristic;

weighting the comprehensive degree of interest by the comprehensive alert level; and

recommending corresponding information to the user according to the weighted comprehensive degree of interest.

18. (New) The method according to claim 17, wherein said information characteristic comprises a content characteristic and particular program information.

19. (New) The method according to claim 18, wherein said particular program information is a key word in synopsis.

20. (New) The method according to claim 17, wherein said alert characteristic comprises at least one of the following: age, sex, violence, vulgarity, discrimination and drug.

21.   (New) A method for updating user profile of a user on an apparatus comprising:

obtaining an information characteristic of content information;

obtaining feedback information of said content information from the user;

obtaining an alert characteristic from the information characteristic;

determine a comprehensive alert level based on parameters of the alert characteristic;

weighting the feedback information by the comprehensive alert level; and

updating said user profile according to the weighted feedback information.

22.   (New) The method according to claim 21, wherein said information characteristic comprises a content characteristic and particular program information.

23.   (New) The method according to claim 22, wherein the particular program information is a key word in synopsis.

24.   (New) The method according to claim 21, wherein said alert characteristic comprises at least one of the following: age, sex, violence, vulgarity, discrimination and drug.

25.   (New) An apparatus for recommending content, comprising:

an information receiving means for receiving content information which comprises particular information characteristic;

a matching means for matching said content information with a user profile to obtain a comprehensive degree of interest;

a content-alert processing means for obtaining an alert characteristic from the information characteristic, determining a comprehensive alert level based on parameters of the alert characteristic and weighting the comprehensive degree of interest by the comprehensive alert level; and

a sieving means for recommending the corresponding information to user according to the weighted comprehensive degree of interest.

26. (New) An apparatus for updating user profile, comprising:

an user communicating means for obtaining information characteristic of a piece of content information and obtaining feedback information of said content information from the user;

a content-alert processing means for obtaining an alert characteristic from the information characteristic, determining a comprehensive alert level based on parameters of the alert characteristic and weighting the feedback information by the comprehensive alert level; and

an user profile updating means for updating said user profile according to the weighted feedback information.